



Digital Government Academy Course: Enterprise Content Management

Presented by Interwoven, Inc, for the State of Washington

Today's Agenda

- **Review the 'Stringer' Concept**
- **ECM Roles**
- **Training Plan**
- **Sample Implementation Plan**
- **Customer Impact**

Alternate Content Contribution

- **The typical model is that an enterprise's contributors are all within the Enterprise**
- **Content contributors using TeamSite are TeamSite users and have a TeamSite role**
- **What about alternate methods of content contribution such as:**
 - Newsfeeds
 - FTP drops
 - Webform inputs
- **Can we 'string' this content into TeamSite?**

Stringer Concept

- **Stringing together content contributed outside TeamSite**
- **The users contributing this content are not TeamSite users nor is it planned that they become TeamSite users**
- **An outside application captures content in a form consumable by TeamSite such as a DCR**
- **Use workflow to bring this content into TeamSite and route for approval**
- **What examples can your agency think of where this might be useful?**

ECM Roles - Author

- **Authors create or modify -content assets - HTML, JavaScript, GIF,JPG, PDF, DOC, PPT, etc. - using the development tools of choice or TeamSite Templating.. The Author must be able to interact with files on the TeamSite server using the TeamSite GUI, and should be able to understand the workflows that are associated with the appropriate group that he/she is part of.**
 - Primary content/code creator
 - Usually accesses TeamSite through the GUI
 - Can create and edit files
 - Cannot delete files
 - Works within (but does not own) one or multiple workareas
 - May have a task list created by one or multiple Editors
 - Work must go through an explicit approval step

ECM Roles - Editor

- **Editors are responsible for initiating and approving jobs. The Editor must be able to interact with files on the TeamSite server using the TeamSite GUI, and should be able to understand the workflows that are associated with the appropriate group that he/she is part of. The Editor will be the driving force behind the creation/refinement of workflows and/or templates. The Editor typically occupies more of a managerial position within the organization.**
 - Has all the capabilities of an Author
 - Can assign work to Authors
 - Owns one or multiple workareas
 - Can delete files
 - Can submit files to the Staging area
 - Can publish editions (though this can be restricted)

ECM Roles – Branch Administrator

- **Has all the capabilities of Authors and Editors**
- **Owns branches**
- **Can publish editions on owned branch(es)**
- **Has extended capabilities and special access privileges on owned branch(es)**
- **Manages project workflow by creating workareas and sub-branches on owned branch(es)**
- **Typically is a project manager or webmaster who oversees the development of content on owned branch(es)**

Training Plan

- **Content Contributor (editing pages of your Web site, placing new content and making changes.)**
 - Using TeamSite Class or Web Based Training (1 Day)
- **Developer (a developer on a Web team, managing Web page submissions, checking or creating HTML)**
 - TeamSite Developer Series – Developing TeamSite Templates and Workflows (2 to 4 Days)
- **Administrator (involved in the technical aspects of the TeamSite, creates new workareas directories)**
 - TeamSite System Administration Series (5 Days)

Sample Implementation Plan

- **Agencies have the advantage of TeamSite being a central service**
- **The ramp up time of installing the TeamSite software has been completed**
- **Key Planning Items for Agencies**
 - Phased Approach – What are the priorities?
 - Architecture Planning – (Branches, security, templating philosophy etc)
 - Loading current content into TeamSite
 - Test Virtualization
 - Deployment – Configure Open Deploy Scenarios
 - Develop TeamSite Templates
 - Develop TeamSite Workflows
 - Documentation

Customer Impact

- **A: Investment firm**
- **B: Software design firm**
- **C: Health management firm**
- **D: Global banking firm**

Company A

Before Interwoven

- Expensive and time-consuming to manage growing number of Web sites
- 3 Extranet sites
- 2 month Web site development cycle

With Interwoven

- Now 46 extranet sites
- 1-2 week Web site development cycle includes design and all IT set up
- Manage 100X more content; staffing remained constant

Profile

- Company A
- \$500M in 2001

Project: (Status)

- Customer/Partner Relationship Management (launched)

Prior to Project:

- 3 Extranet sites
- 2 month Web site development cycle

Configuration:

- 2-Dual CPU TeamSite
- OpenDeploy
- FileNet Panagon
- 50 regular contributors
- Tens of thousands of assets

Benefits/Metrics:

- Now 46 extranet sites
- 1-2 week Web site development cycle includes design and all IT set up
- Manage 100X more content; staffing remained constant

Customer/Partner Relationship Mgmt

Issue

- Expensive and time-consuming to manage growing number of Web sites

Organizational Impact

- Additional person needed to manage each new site
- Manual HTML coding process to index pages for search
- Documents and Web content managed separately making it hard to meet SEC requirements

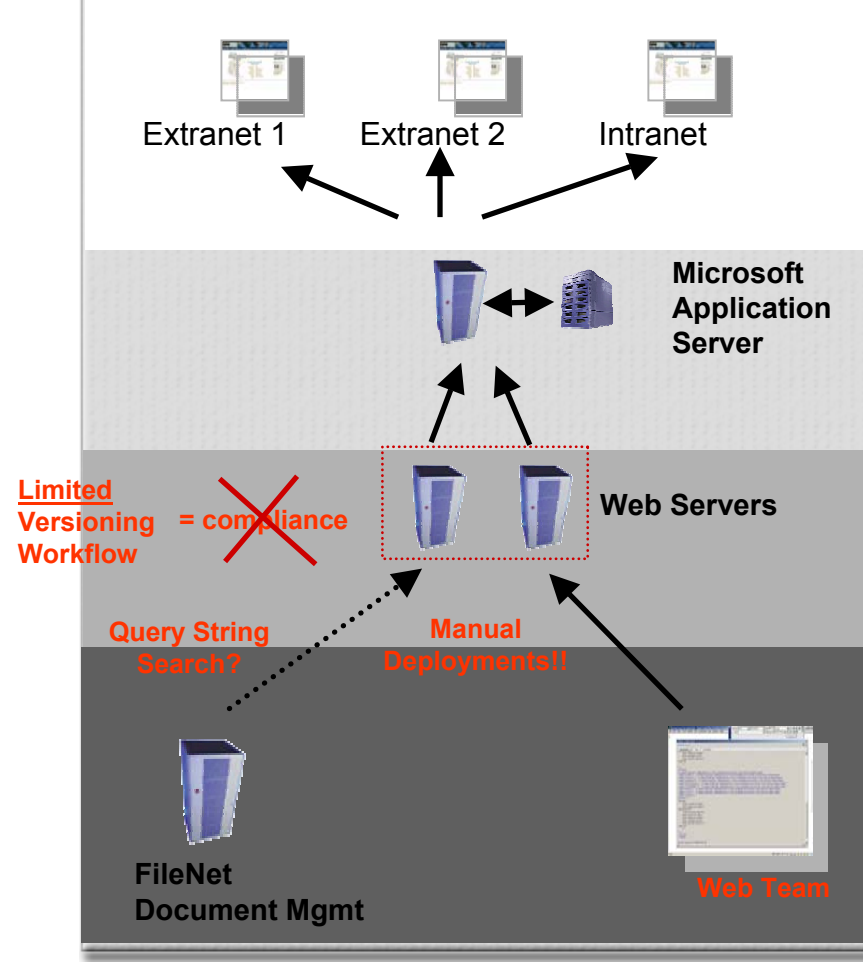
Objective

- Build applications on top of existing TeamSite platform to automate previously hard to use, manual processes

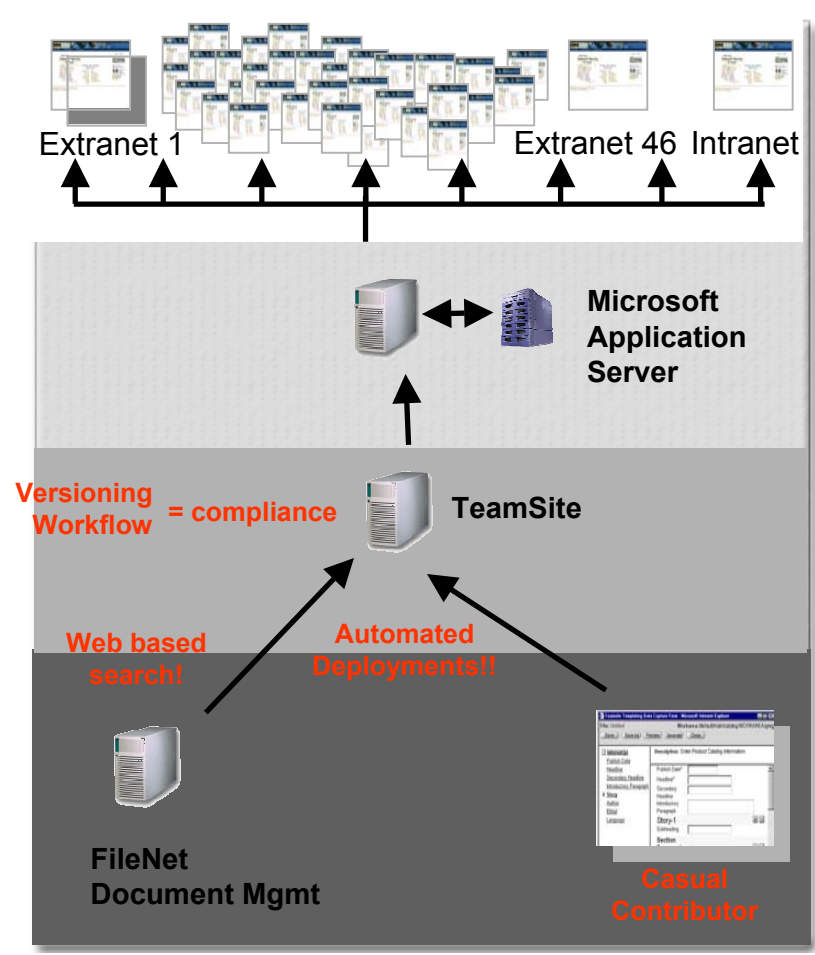
Why Interwoven

- Branching supports the addition of new Web sites without the need (or cost) of additional hardware or staffing
- Automation of previously manual processes made content easy to prepare for accurate search
- XML makes it easy to manage the brand across multiple Web page formats
- Workflow, versioning, rollback and publishing documents that were created in FileNet helps meet SEC requirements

Before TeamSite



With TeamSite



Now provides targeted services for 46 customers and partners instead of 3!!

Company B

Before Interwoven

- Could not quickly and cost effectively apply and change product metadata on large volumes of content, making self-service support less effective.

With Interwoven

- Reduced time to publish content from a couple of weeks to 24 hours
- Able to repurpose individual dedicated to deployments
- 70,000 documents being tagged
- Quick and easy to update vocabulary as product names change

Profile:

- Company B
- \$1.43B FY 2001

Project: (Status)

- Self-Service Technical Support (launched)

Prior to Project:

- Manual update of metatags
- Manual FTP deployments

Configuration:

- MetaTagger, TeamSite
- ATG application server
- Siebel CRM
- Verity

Benefits/Metrics:

- Reduced time to publish content from a couple of weeks to 24 hours
- Able to repurpose person dedicated to deployments
- 6 different online properties
- 300,000 Web Assets
- 70,000 documents tagged

Technical Support – Self-Service Portal

Issue

- Could not quickly and cost effectively apply and change product metadata on large volumes of content

Organizational Impact

- Updating metatags within HTML was very time consuming
- Metatags were often outdated and inconsistent, making search and other applications reliant on metadata, less reliable
- Online customer support was not effective, leading to lowering customer satisfaction and increasing tech support costs

Objective

- Quickly and cost effectively apply and change product metadata on large volumes of content
- Centralize repository for Content Management to reduce time-to-market and improve the quality of content in the knowledgebase

Why Interwoven?

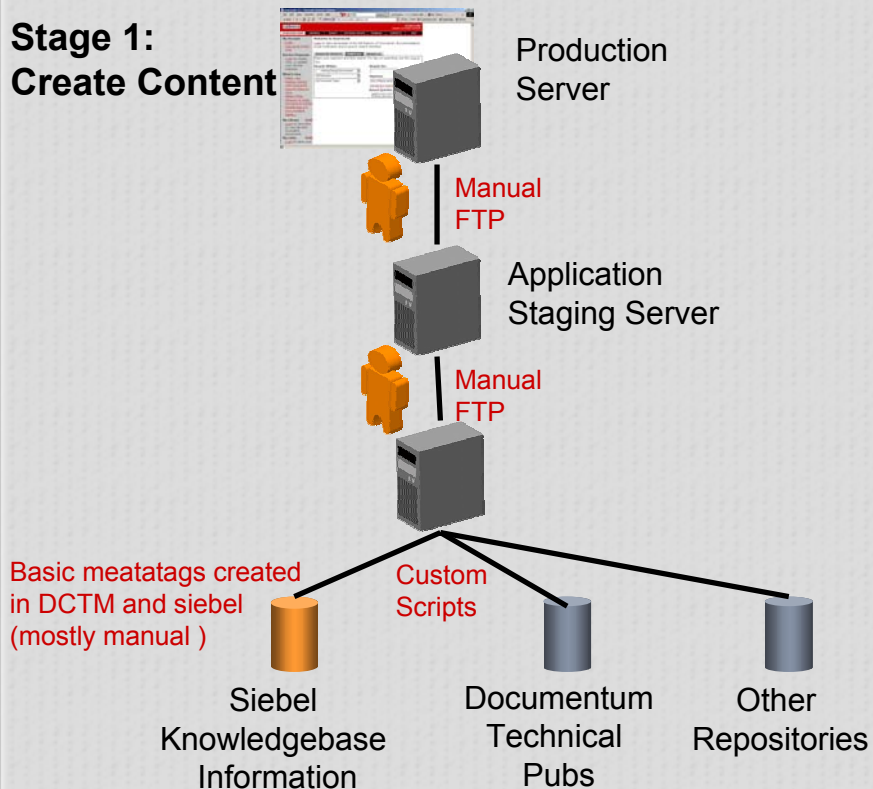
- Solution gives key content providers the ability to manage their own content and publish information quickly
- Technology roadmap is congruent with company's needs

Before Interwoven

Stage 2:
Update Metadata
le: product names

Manually repeat Stage 1 for all 70,000 docs

Stage 1:
Create Content

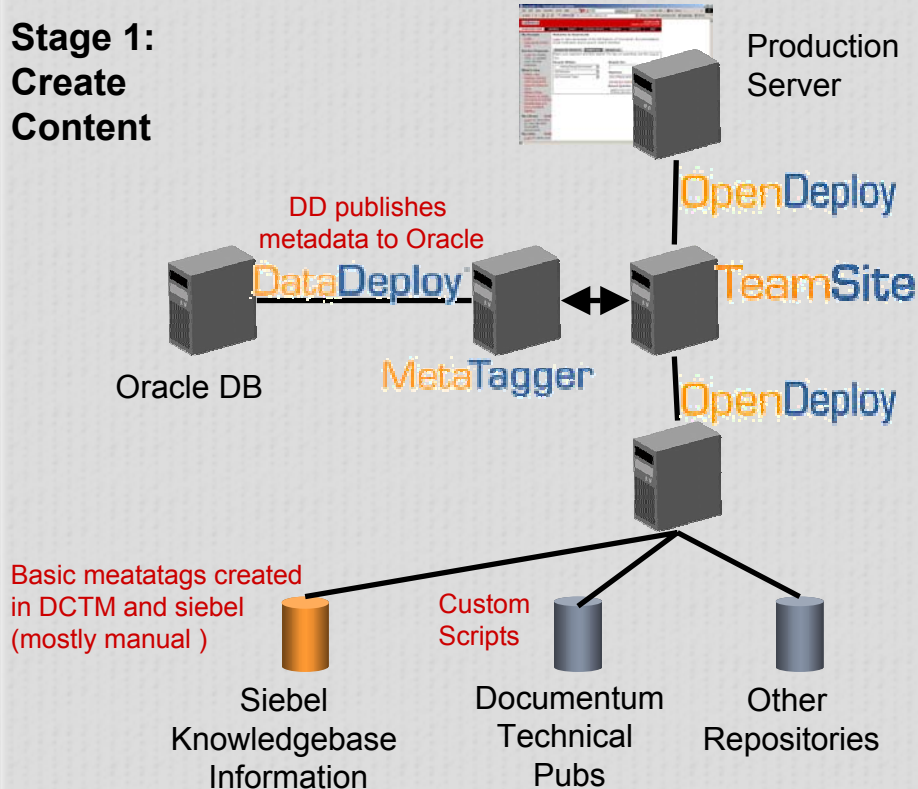


With Interwoven

Stage 2:
Update Metadata
le: product names

Automated pre-processor for 70,000 docs

Stage 1:
Create Content



Company C

Before Interwoven

- Could not accurately and efficiently classify news stories required for expansion into new service offerings, revenue growth
- 6 verticals served
- 30 people tagging articles

With Interwoven

- More than 400 verticals served
- 30 people tagging articles
- Publish 95 stories a day

Profile:

- Company C

Project: (Status)

- Cross Media Publishing with MetaTagger (launched)

Prior to Project:

- 6 verticals served
- 30 people tagging articles

Configuration:

- MetaTagger
- Home Grown CM System

Benefits/Metrics:

- > 400 verticals served
- 30 people tagging articles
- Publish 95 stories a day

Information Processing Efficiency

Issue

- Could not properly classify news stories required for expansion into new service offerings, revenue growth

Organizational Impact

- Manual tagging of news stories is time consuming, costly and prone to errors
- Difficult to translate news stories into multiple languages

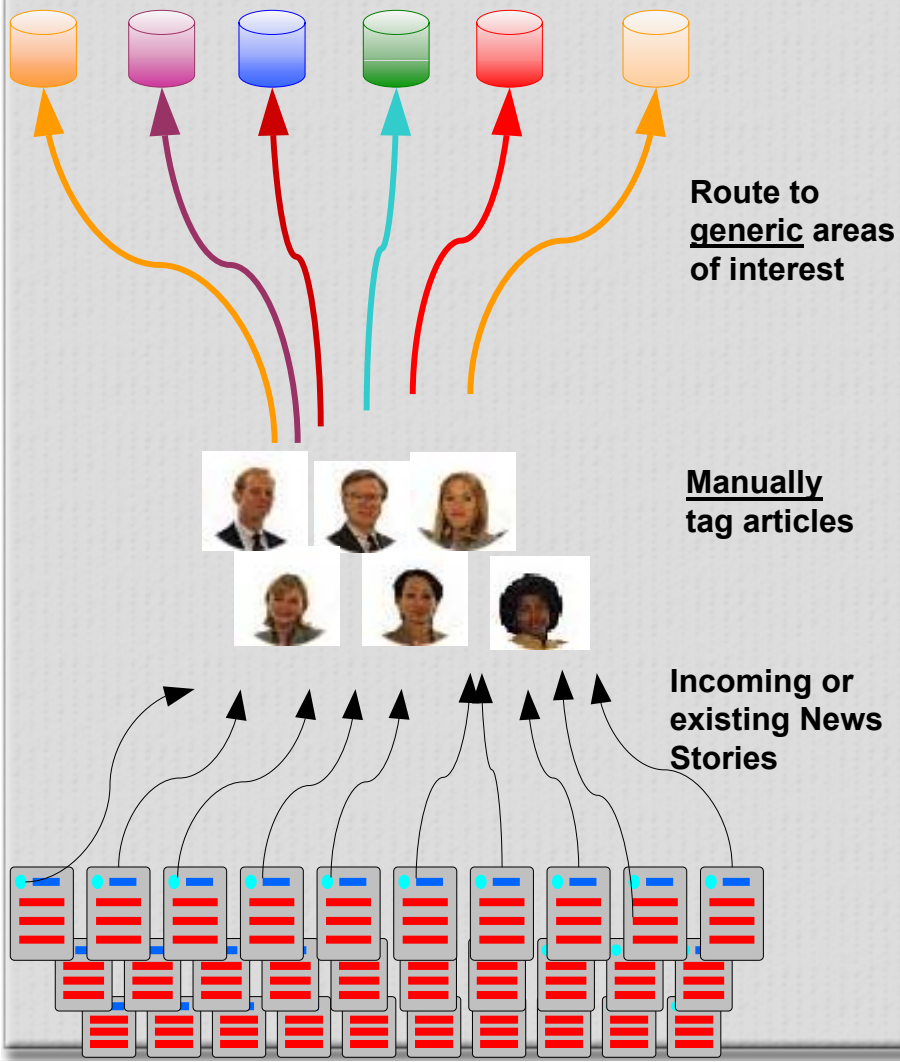
Objective

- Expand the number of verticals served to grow revenue
- Improve consistency of tagging to delivery more relevant stories to subscribers and increase renewal rate

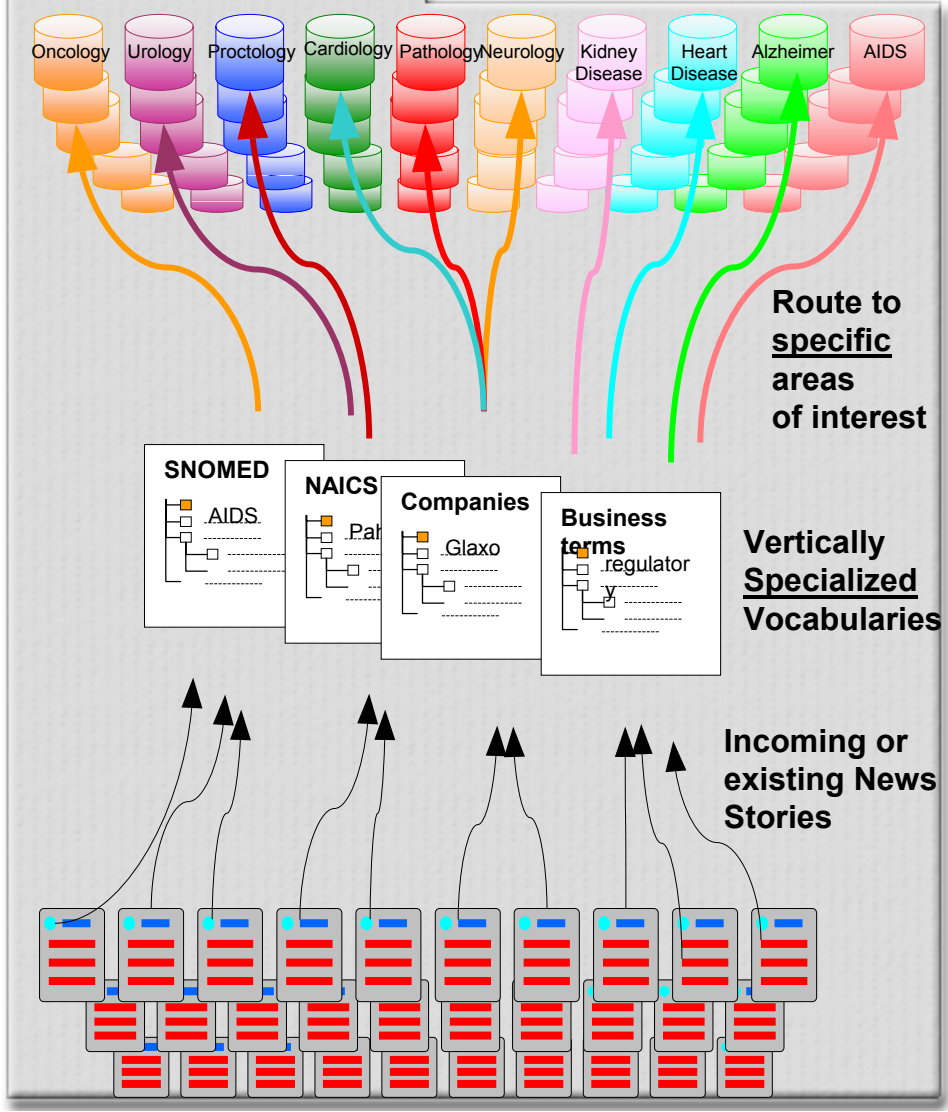
Why Interwoven?

- Ability to generate highly specific classification of articles to generate new vertical sales opportunities
- Leverages any industry standard vocabulary
- Able to automatically generate consistent metadata

Before TeamSite



With TeamSite



Company D

Before Interwoven

- Manual publishing process to multiple destinations

With Interwoven

- Point to multi-point deployment of dynamic content to 1,100 servers
- Saving > \$5 million a year from reduced IT contracting fees
- 88% reduction in network utilization costs in 2001
- Reports published in minutes instead of 8-10 hours

Profile:

- ~ \$14 B in 2001

Project: (Status)

- Global Publishing (Launched)

Prior to Project:

- Manually push content to thousands of sites

Interwoven Configuration:

- TeamSite, OpenDeploy
- IBM Web Sphere
- Macromedia ColdFusion
- BEA WebLogic

Benefits/Metrics:

- Saving > \$5 million a year from reduced IT contracting fees
- 88% reduction in network utilization costs in 2001
- Reports published in minutes instead of 8-10 hours
- Point to multi-point deployment of dynamic content to 1100 servers for over 3,500 sites

Global Publishing

Issue

- Manual process to publish and rollback new content to multiple destinations

Organizational Impact

- Multiple solutions required to consolidate deployment efforts, making it costly to meet customers requirements

Objectives

- Quickly publish investment research reports and time-sensitive content

Why Interwoven?

- Enabled company to stay in front of the market by rapidly changing applications to meet new user requirements
- Allows applications to scale while maintaining integrity and security required by financial customers
- Allows for dynamic deployment of applications to serve multiple constituents, with varied interests worldwide

Before OpenDeploy

TIME-CONSUMING

Determine what to deploy
email, custom scripts,
visual comparison, ...



Contributor

IT Operations



Package bits
tar, zip, manual prep,
custom scripts, ...

ERROR-PRONE

Automate & Secure Global Deployments

Stage all targets

ftp, scripts, access rights, DB admin, secure transfer, scheduler, ...

COSTLY TO ADMINISTER

Sync servers

phone, email, down-time, manual logs, ...

TEDIOUS TO COORDINATE

Roll back servers to previous state

IMPOSSIBLE!

Europe

Americas

Asia-Pac

With OpenDeploy

OpenDeploy automatically:

Determines what to deploy
Packages content for distribution
Stages all targets
Synchronizes activation of content
Rollback on failure

SUBMIT



Contributor

Firewall

Europe

Americas

Asia-Pac

Relative Support Staff

Copyright 2003 Interwoven, Inc. All Rights Reserved

- This confidential publication is the property of Interwoven, Inc.
- No part of this publication may be reproduced or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without the prior written consent of Interwoven Inc. Some or all of the information contained in this publication may be related to patents that are held by or are pending application for Interwoven, Inc. Misappropriation of the information contained in this publication may be a violation of applicable laws.
- Interwoven TeamSite, OpenDeploy, MetaTagger, DataDeploy, SmartContext, TeamXML, TeamTurbo, TeamPortal, TeamDoc, TeamCode, TeamXpress, TeamCatalog, MetaCode, MetaFinder, MetaSource, OpenAggregate, OpenTransform, the respective taglines, logos and service marks are trademarks of Interwoven, Inc., which may be registered in certain jurisdictions.
- All other trademarks are owned by their respective owners.